

What is claimed is:

1. A process for dyeing or printing textile fibre materials, wherein a gloss pigment A or B is used comprising
A(a) a core consisting of a substantially transparent or metallically reflecting material and
A(b) at least one coating substantially consisting of one or more silicon oxides wherein the molar ratio of oxygen to silicon is on average from 0.03 to 0.95, or
B(a) a core substantially consisting of one or more silicon oxides wherein the molar ratio of oxygen to silicon is on average from 0.03 to 0.95.
2. A process according to claim 1, wherein the core A(a) of gloss pigment A consists of mica, SiO_y wherein y is from 0.95 to 1.8, SiO_2 or an $\text{SiO}_2/\text{TiO}_2$ mixture.
3. A process according to claim 1, wherein the core A(a) of gloss pigment A is selected from Ag, Al, Au, Cu, Cr, Ge, Mo, Ni, Si, Ti, Zn, alloys thereof, graphite, Fe_2O_3 and MoS_2 , preferably Al.
4. A process according to claim 1, wherein the gloss pigment A has the following layer structure: $\text{SiO}_2/\text{SiO}_x/\text{SiO}_y/\text{SiO}_x/\text{SiO}_2$, $\text{SiO}_2/\text{SiO}_x/\text{SiO}_2/\text{SiO}_x/\text{SiO}_2$, $\text{SiO}_2/\text{SiO}_x/\text{Al}/\text{SiO}_x/\text{SiO}_2$, $\text{TiO}_2/\text{SiO}_2/\text{SiO}_x/\text{SiO}_2/\text{SiO}_x/\text{SiO}_2/\text{TiO}_2$ or $\text{TiO}_2/\text{SiO}_2/\text{SiO}_x/\text{Al}/\text{SiO}_x/\text{SiO}_2/\text{TiO}_2$, wherein x is from 0.03 to 0.95 and y is from 0.95 to 1.8.
5. A process according to claim 4, wherein the gloss pigment A has the following layer structure: $\text{SiO}_2/\text{SiO}_x/\text{SiO}_y/\text{SiO}_x/\text{SiO}_2$, $\text{SiO}_2/\text{SiO}_x/\text{SiO}_2/\text{SiO}_x/\text{SiO}_2$ or $\text{TiO}_2/\text{SiO}_2/\text{SiO}_x/\text{SiO}_2/\text{SiO}_x/\text{SiO}_2/\text{TiO}_2$, wherein x is from 0.03 to 0.95 and y is from 0.95 to 1.8, the core is a platelet having an average diameter of from 1 to 50 μm and a thickness of from 20 to 500 nm, the thickness of the SiO_x layer is from 5 to 200 nm, the thickness of the SiO_y or SiO_2 layer is from 1 to 200 nm, and the thickness of the TiO_2 layer is from 1 to 180 nm.
6. A process according to claim 1, wherein the core B(a) of gloss pigment B has a thickness of from 20 to 350 nm.

7. A process according to either claim 1 or claim 6, wherein there is applied to the core B(a) of gloss pigment B a layer B(b) having a thickness of from 0 to 500 nm, comprising from 17 to 51 atom % silicon bonded to more than 95 atom % oxygen, based on 100 atom % silicon.
8. A process according to either claim 1 or claim 6, wherein there is applied to the core B(a) of gloss pigment B a layer B(c) having a thickness of from 0 to 300 nm, that has a transparency of from 50 to 100 % and a complex refractive index $n + ik$ satisfying the condition $\sqrt{n^2 + k^2} \geq 1.5$ at the wavelength of maximum visible reflection of the particles, and that substantially consists of carbon, an organic compound, a metal, a dielectric or a mixture thereof.
9. A process according to any one of claims 1, 6 and 7, wherein there is applied to the layer B(b) of gloss pigment B a layer B(c) having a thickness of from 0 to 300 nm, that has a transparency of from 50 to 100 % and a complex refractive index $n + ik$ satisfying the condition $\sqrt{n^2 + k^2} \geq 1.5$ at the wavelength of maximum visible reflection of the particles, and that substantially consists of carbon, an organic compound, a metal, a dielectric or a mixture thereof.
10. A process according to any one of claims 1 to 9, wherein the textile fibre material is printed.
11. A process according to any one of claims 1 to 10, wherein the textile fibre material is printed by the transfer printing or thermoprinting process.